GOVERNMENT OF INDIA
ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2860
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App Installation and Smartphone Share
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Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

Will the Minister of Electronics and Information Technology be pleased to state:
(a) whether it is true that there has been an increase of 49 per cent in app installation in India since 2014, in contrast to the US and UK that have experienced a 9 per cent and 38 per cent decrease respectively;
(b) if so, the details thereof;
(c) whether there would be 46 per cent increase of India's share in the world's smartphone share by 2018; and
(d) if so, the details thereof, and the reaction of the Government thereto?

Answer

(a) and (b): According to Cellular Operators Association of India (COAI), as per a study by Yahoo"s Flurry Analytics, usage of mobile applications in India grew by 43% in 2016, with entertainment and finance categories witnessing highest traction, while globally, app usage grew by 11% only. Source:http://timesofindia.indiatimes.com/trend-tracking/app-usage-in-india-grows-43-study/articleshow/57823591.cms

(c) and (d): As per Indian Cellular Association (ICA), the estimated smart phone market in India vis-Ã -vis the world's smart phone market is as under:

Year Indian Smart phone market (Million Nos.) World's Smart phone market (Million Nos.) Indian Smart phone market share over World's Smart phone market (%)
2016 130 1470 8.8
2017* 170 1550 11.0
2018* 210 1640 12.8

* Estimated

As per the above, India's share in the world's smart phone market is estimated to grow to approx. 12.8% in 2018, compared to 8.8% in 2016, thereby registering a growth of approx. 45%.

Smart phones are one of the key devices for implementation of Government of India's Digital India programme and various financial inclusion initiatives related to digital payments, e-Governance, etc. Several steps have been taken to promote domestic manufacturing of cellular mobile handsets (including smart phones), which inter-alia includes imposition of Basic Customs Duty (BCD) of 10% on imports of mobiles phone.

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